

Play it. Love it. Live it.



PlayBadminton
The business of playing more

PROGRAMME OVERVIEW
FURTHER EDUCATION, COLLEGES AND SIXTH FORMS

What is *PlayBadminton*?

- ✦ *PlayBadminton* is a framework of BADMINTON England programmes, activities, promotions and events that are delivered in partnership to the casual badminton market.
- ✦ *PlayBadminton* is primarily aimed at increasing the regularity and frequency of badminton participation by providing ways for participants to take part and play regularly.
- ✦ Research shows there is a large latent demand for badminton with 3.3 million people participating at least once a year and nearly half a million people playing 1-3 times a month.
- ✦ *PlayBadminton* is designed to fully engage people with some interest in the sport and increase their frequency of participation whilst providing significant revenue opportunities for the provider as well as increasing footfall within their facilities.
- ✦ *PlayBadminton* is a continuously evolving player pathway that centres can use to attract new customers, increase the frequency of existing users and enhance sustained revenue through the programme.

The Vision

- ✦ *PlayBadminton* aims to create customer enjoyment through participation, improvement, achievement and continued play.
- ✦ BADMINTON England aims to work with specific partners in delivering a comprehensive offer that provides continued commercial opportunities and sustainable revenue with more frequent participation throughout England
- ✦ We aim for *PlayBadminton* to become the leading participation focussed sport initiative in the country, whilst being financially sustainable.

Play it. Love it. Live it.



What is included in the *PlayBadminton* framework pack?

PlayBadminton
The business of playing more

no strings badminton

www.nostringsbadminton.co.uk

- ✦ Semi-structured (co-ordinated not coached), pay and play initiative for the adult (16+) recreational market.
- ✦ **Resources included: (Worth £100)**
- ✦ *Shuttles =12 tubes of plastics (half dozen)*
- ✦ *Coordinator Support Resource CD =1 (replacements available on request)*
- ✦ *Coordinator T-shirts= 2 (order form to request size included in pack)*
- ✦ *Hard copy FE specific design flyers= 250*
- ✦ *Hard copy FE specific design posters= 5*
- ✦ *PDF electronic version of flyers and posters available on request*
- ✦ *NSB Marketing Portal Free access and PDF downloads*
- ✦ *Postage and Packaging Included*
- ✦ *Coordinator Recruitment Guidance Pack provided electronically*
- ✦ *Log-in to 'Franchise Home' on NSB website provided electronically*
- ✦ *Access to 'Sales & Support Team' included*
- ✦ *Clip-on net branding (coming soon) =2 sets*
- ✦ *Access to NSB National Promotional Campaigns =1 per annum*



www.nostringsbadminton.co.uk/essentials

An 8 week/session adult beginners coaching course delivered by fully qualified, endorsed BADMINTON England coaches, holding UKCC Level 2 in coaching badminton or equivalent (who have completed training module for Essentials). The facility is responsible for payment of the tutor, advertising and booking participants on to the course (recommended price of £40 pp) with support from BADMINTON England

Resources included: (Worth £100)

- ✦ Electronic posters for digital promotion
- ✦ Branded posters to assist with marketing
- ✦ Course listing on dedicated website
- ✦ Confirmation of fully qualified & insured coaches
- ✦ Standardised, quality coaching course content and delivery
- ✦ Pre-course participant information packs.
- ✦ Free 'Essentials' tutor training for any college students/staff that meet the pre requisite criteria
- ✦ ***Free Wilson racket for participants who complete the course in the first year. Offer ends 31st March 2014 & subject to availability.**



“SmashUp! is a modern ‘mashed up’ mix of mates, bassline pumping music and big hitting badminton challenges that makes casual court time a social hub where you set the tempo and define the boundaries.”

✦ **What is it?**

- ✦ A choice of 16 pre-tested court activities
- ✦ Activities with an innovative and modern twist
- ✦ Creating court personality – net icons, props, game cards
- ✦ A music playlist playing out as a backdrop
- ✦ Social interaction and break-outs
- ✦ Themes and promotions
- ✦ Recommended one hour delivery time

✦ **Resources included:**

- ✦ A log in for online resources, a selection of marketing materials, and template for a Sportivate bid.

✦ **Three Session delivery options:**

- ✦ 1. Using a BADMINTON England trained *SmashUp!* activator (recommended £15 per hour)
- ✦ 2. Purchase *SmashUp!* kit bag for in house delivery (£350)
- ✦ 3. Use Sportivate template to fund 6 weeks activator led activity +Kit bag

'Battle' badminton

Due for launch in October 2013

- ✦ This is an online league/ladder system which offers flexible competition so players can '*choose their Battle time*'. Essentially a sociable matching opportunity to allow people to play badminton matches informally against like-minded people as often as possible!
- ✦ ***Currently only open participants over 18 years due to social media aspect***
- ✦ Battle Badminton aims to increase frequency of play and incentivises customer to use *PlayBadminton* facilities for individual 'Battle' matches and centre competitions.
- ✦ Resources:
 - ✦ Self entry of an individual customer onto the platform
 - ✦ Self-administered
 - ✦ System automatically reminds participants to arrange/play matches during periods of low activity
 - ✦ Prizes/awards for customers for reaching milestone points
 - ✦ Linked to 'Status' and the centres social calendar of events.
 - ✦ This product is still under development and is therefore subject to change.

Pricing Policy

- ✦ We have kept our pricing policy as simple as possible and is set out in a standard 'per facility' format.
- ✦ **Initial Fee:**
- ✦ *PlayBadminton* Full Price: £1000
- ✦ ***PlayBadminton* for HE, FE and Sixth Forms: £200**
- ✦ The reason for the heavily discounted price for HE, FE and Sixth forms is that these institutions are expected to use *PlayBadminton* to deliver to Students and internal staff only
- ✦ **Annual Renewal**
There is a set fee for all HE, FE, and Sixth Form *PlayBadminton* Partners of £200p/a due on the anniversary of the *PlayBadminton* agreement signature date.